



KIRO-TV, Inc.
2807 Third Avenue
Seattle, WA 98121

Shorr & Associates
1831 Chestnut Street
Philadelphia, PA 19103

Contract # 333040

Schedule Dates 09/25/12-10/01/12
Advertiser Pol/J Inslee/D/Governor (16647)
Agency Shorr & Associates (2909)
Product Political - Federal Candidate (1067)
Brand Political Candidate (18969)
Salesperson Telerep/Washington DC, Washington DC (1040)
Sales Office Telerep/Washington DC
Buyer Name D'ETTORRE,MICHAEL
Phone/Fax /
CPE N/A
Account Types National/Political
Billing Type Standard
Comments JAY INSLEE FOR GOV
JAY INSLEE FOR GOVERNOR,

Date Entered 09/24/12
Last Modified 09/24/12
Entered By Dana Dixon
CO-OP No
Headline # 06335645
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$15,930.00
Net Total \$90,270.00
Sales Tax

Seattle (KIRO)

By Broadcast Month	Spots	Rate
Sep. 2012	67	\$81,730.00
Oct. 2012	17	\$24,470.00
Grand Total:	84	\$106,200.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/01/12-10/01/12	3	:30	7A- 9A (PST)		2							2	\$225.00	\$450.00	Seattle (KIRO)	7 LIVE/EARLY SHOW	9/24/12
2.0	Normal Line / Spot	10/01/12-10/01/12	3	:30	4:57A- 6A (PST)		1							1	\$330.00	\$330.00	Seattle (KIRO)	5AM NEWS	9/24/12
3.0	Normal Line / Spot	09/29/12-09/29/12	3	:30	6:57A- 8:30A (PST)							1		1	\$245.00	\$245.00	Seattle (KIRO)	SAT MORN	9/24/12
4.0	Normal Line / Spot	09/25/12-09/28/12	3	:30	7A- 9A (PST)			2	2	2	2			8	\$225.00	\$1,800.00	Seattle (KIRO)	7 LIVE/EARLY SHOW	9/24/12
5.0	Normal Line / Spot	09/28/12-09/28/12	3	:30	5:58A- 7A (PST)						2			2	\$455.00	\$910.00	Seattle (KIRO)	6AM NEWS	9/24/12
6.0	Normal Line / Spot	10/01/12-10/01/12	3	:30	5:58A- 7A (PST)		2							2	\$455.00	\$910.00	Seattle (KIRO)	6AM NEWS	9/24/12
7.0	Normal Line / Spot	09/25/12-09/28/12	3	:30	4:57A- 6A (PST)			1	1	1	1			4	\$330.00	\$1,320.00	Seattle (KIRO)	5AM NEWS	9/24/12
8.0	Normal Line / Spot	09/25/12-09/28/12	2	:30	9:57A- PRICE IS RIGHT			1	1	1	1			4	\$750.00	\$3,000.00	Seattle (KIRO)	PRICE IS RIGHT	9/24/12
9.0	Normal Line / Spot	10/01/12-10/01/12	2	:30	9:57A- PRICE IS RIGHT		1							1	\$750.00	\$750.00	Seattle (KIRO)	PRICE IS RIGHT	9/24/12
10.0	Normal Line / Spot	09/25/12-09/28/12	3	:30	3:58P- 5P (PST)			2	2	2	2			8	\$480.00	\$3,840.00	Seattle (KIRO)	JUDGE JUDY	9/24/12
11.0	Normal Line / Spot	10/01/12-10/01/12	3	:30	3:58P- 5P (PST)		2							2	\$480.00	\$960.00	Seattle (KIRO)	JUDGE JUDY	9/24/12
12.0	Normal Line / Spot	09/29/12-09/30/12	2	:30	6:30P- 6:58P (PST)							1	1	2	\$675.00	\$1,350.00	Seattle (KIRO)	WKND NEWS	9/24/12
13.0	Normal Line / Spot	10/01/12-10/01/12	2	:30	5:30P- 6P (PST)		1							1	\$850.00	\$850.00	Seattle (KIRO)	530PM NEWS	9/24/12
14.0	Normal Line / Spot	09/25/12-09/28/12	2	:30	5P- 5:30P (PST)			1	1	1	1			4	\$950.00	\$3,800.00	Seattle (KIRO)	5PM NEWS	9/24/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:

KIRO-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.



KIRO-TV, Inc.
2807 Third Avenue
Seattle, WA 98121

Shorr & Associates
1831 Chestnut Street
Philadelphia, PA 19103

Contract # 333040

Schedule Dates 09/25/12-10/01/12
Advertiser Pol/J Inslee/D/Governor (16647)
Agency Shorr & Associates (2909)
Product Political - Federal Candidate (1067)
Brand Political Candidate (18969)
Salesperson Telerep/Washington DC, Washington DC (1040)
Sales Office Telerep/Washington DC
Buyer Name D'ETTORRE,MICHAEL
Phone/Fax /
CPE N/A
Account Types National/Political
Billing Type Standard
Comments JAY INSLEE FOR GOV
JAY INSLEE FOR GOVERNOR,

Date Entered 09/24/12
Last Modified 09/24/12
Entered By Dana Dixon
CO-OP No
Headline # 06335645
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$15,930.00
Net Total \$90,270.00
Sales Tax

Seattle (KIRO)

By Broadcast Month	Spots	Rate
Sep. 2012	67	\$81,730.00
Oct. 2012	17	\$24,470.00
Grand Total:	84	\$106,200.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
15.0	Normal Line / Spot	10/01/12-10/01/12	2	:30	5P- 5:30P (PST)		1							1	\$950.00	\$950.00	Seattle (KIRO)	5PM NEWS	9/24/12
16.0	Normal Line / Spot	09/29/12-09/29/12	2	:30	6:56P- ENTERTAINMENT THIS WEEKEND							1		1	\$425.00	\$425.00	Seattle (KIRO)	ET THIS WKND	9/24/12
17.0	Normal Line / Spot	09/25/12-09/28/12	3	:30	7:27P- THE INSIDER			1	1	1	1			4	\$625.00	\$2,500.00	Seattle (KIRO)	INSIDER	9/24/12
18.0	Normal Line / Spot	10/01/12-10/01/12	3	:30	7:27P- THE INSIDER		1							1	\$625.00	\$625.00	Seattle (KIRO)	INSIDER	9/24/12
19.0	Normal Line / Spot	09/25/12-09/28/12	3	:30	6:58P- ENTERTAINMENT TONIGHT			1	1	1	1			4	\$675.00	\$2,700.00	Seattle (KIRO)	ENT TONIGHT	9/24/12
20.0	Normal Line / Spot	10/01/12-10/01/12	3	:30	6:58P- ENTERTAINMENT TONIGHT		1							1	\$675.00	\$675.00	Seattle (KIRO)	ENT TONIGHT	9/24/12
21.0	Normal Line / Prime	09/30/12-09/30/12	2	:30	6:57P- 60 MINUTES								1	1	\$6,000.00	\$6,000.00	Seattle (KIRO)	60 MIN	9/24/12
22.0	Normal Line / Prime	10/01/12-10/01/12	2	:30	10P- HAWAII FIVE-0		1							1	\$7,500.00	\$7,500.00	Seattle (KIRO)	HAWAII 5-0	9/24/12
23.0	Normal Line / Prime	09/27/12-09/27/12	2	:30	9P- PERSON OF INTEREST					1				1	\$6,500.00	\$6,500.00	Seattle (KIRO)	PERSON OF INTEREST	9/24/12
24.0	Normal Line / Prime	09/26/12-09/26/12	2	:30	10P- CSI				1					1	\$6,500.00	\$6,500.00	Seattle (KIRO)	CSI	9/24/12
25.0	Normal Line / Prime	09/28/12-09/28/12	2	:30	10P- BLUE BLOODS						1			1	\$4,000.00	\$4,000.00	Seattle (KIRO)	BLUE BLOODS	9/24/12
26.0	Normal Line / Prime	09/26/12-09/26/12	2	:30	9P- CRIMINAL MINDS				1					1	\$6,500.00	\$6,500.00	Seattle (KIRO)	CRIMINAL MINDS	9/24/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
-----------------------------	-------	-------------------	-------	-----------

KIRO-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.



KIRO-TV, Inc.
2807 Third Avenue
Seattle, WA 98121

Shorr & Associates
1831 Chestnut Street
Philadelphia, PA 19103

Contract # 333040

Schedule Dates 09/25/12-10/01/12
Advertiser Pol/J Inslee/D/Governor (16647)
Agency Shorr & Associates (2909)
Product Political - Federal Candidate (1067)
Brand Political Candidate (18969)
Salesperson Telerep/Washington DC, Washington DC (1040)
Sales Office Telerep/Washington DC
Buyer Name D'ETTORRE,MICHAEL
Phone/Fax /
CPE N/A
Account Types National/Political
Billing Type Standard
Comments JAY INSLEE FOR GOV
JAY INSLEE FOR GOVERNOR,

Date Entered 09/24/12
Last Modified 09/24/12
Entered By Dana Dixon
CO-OP No
Headline # 06335645
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$15,930.00
Net Total \$90,270.00
Sales Tax

Seattle (KIRO)

By Broadcast Month	Spots	Rate
Sep. 2012	67	\$81,730.00
Oct. 2012	17	\$24,470.00
Grand Total:	84	\$106,200.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
27.0	Normal Line / Prime	09/30/12-09/30/12	2	:30	9P- THE GOOD WIFE								1	1	\$6,800.00	\$6,800.00	Seattle (KIRO)	GOOD WIFE	9/24/12
28.0	Normal Line / Spot	09/25/12-09/28/12	2	:30	11:35P- LATE SHOW WITH DAVID LETTERMAN			2	2	2	2			8	\$585.00	\$4,680.00	Seattle (KIRO)	D LETTERMAN	9/24/12
29.0	Normal Line / Spot	10/01/12-10/01/12	2	:30	11:35P- LATE SHOW WITH DAVID LETTERMAN		2							2	\$585.00	\$1,170.00	Seattle (KIRO)	D LETTERMAN	9/24/12
30.0	Normal Line / Spot	09/26/12-09/28/12	2	:30	11P- 11:35P (PST)				1		1			2	\$1,500.00	\$3,000.00	Seattle (KIRO)	11PM NEWS	9/24/12
31.0	Normal Line / Spot	10/01/12-10/01/12	2	:30	11P- 11:35P (PST)		1							1	\$1,500.00	\$1,500.00	Seattle (KIRO)	11PM NEWS	9/24/12
32.0	Normal Line / Spot	09/30/12-09/30/12	2	:30	11P- 11:35P (PST)								1	1	\$1,500.00	\$1,500.00	Seattle (KIRO)	SUN 11PM NEWS	9/24/12
33.0	Normal Line / Spot	09/29/12-09/29/12	2	:30	11P- 11:35P (PST)							1		1	\$1,500.00	\$1,500.00	Seattle (KIRO)	SAT 11PM NEWS	9/24/12
34.0	Normal Line / Spot	09/30/12-09/30/12	2	:30	6:57A- CBS SUNDAY MORNING								2	2	\$980.00	\$1,960.00	Seattle (KIRO)	SUN MORN	9/24/12
35.0	Normal Line / Prime	10/01/12-10/01/12	2	:30	7:58P- 9P (PST)		1							1	\$7,800.00	\$7,800.00	Seattle (KIRO)	CBS COMEDIES	9/24/12
36.0	Normal Line / Spot	09/25/12-09/28/12	2	:30	5:30P- 6P (PST)			1	1	1	1			4	\$850.00	\$3,400.00	Seattle (KIRO)	530PM NEWS	9/24/12
37.0	Normal Line / Prime	09/25/12-09/25/12	2	:30	9P- NCIS: LOS ANGELES			1						1	\$7,500.00	\$7,500.00	Seattle (KIRO)	NCIS:LA	9/24/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:

KIRO-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.